

**Consultative Committee on the  
Core Arts and Cultural Facilities of the  
West Kowloon Cultural District**

**Performing Arts and Tourism Advisory Group**

**Leisure and Cultural Services Department (LCSD) –  
Statistics of Ticketed Performing Arts Events, Cantonese  
Operatic Programmes and Major Museums' Tourist Visitors**

**Purpose**

This paper provides information on the statistics relating to ticketed performing arts events, Cantonese operatic programmes and tourist visitors at LCSD's performing arts venues and major museums respectively.

**Background**

2. At the second PATAG meeting held on 16 May 2006, Members asked about information concerning statistics of arts and entertainment events at LCSD's performing arts venues, particularly that for full-length Cantonese operas Vs Cantonese operatic songs concerts, as well as overseas visitors and audiences patronizing LCSD's performing arts venues and museums.

## **Statistics of Ticketed Performing Arts Events**

3. The number of performances and related ticket sales figures collated from URBTIX, LCSD's ticketing system, for admission-charged arts and entertainment events at LCSD and non-LCSD venues from 2003/04 to 2005/06 are at **Annex A** for Members' information. The statistics are broken down for different art forms, with information on the number of performances held, number and value of tickets issued, as well as average ticket prices.

## **Statistics of Cantonese Operatic Programmes**

4. The number of full-length Cantonese operas / excerpts Vs Cantonese operatic songs concerts / lectures and workshops organized at the LCSD performing arts venues from 2003/04 to 2005/06 are at **Annex B** for Members' reference. The figures include charged and free programmes / activities organized by the LCSD as well as hirers of the LCSD performing arts venues.

## **Tourist Visitors and Audiences**

### LCSD's Museums

5. The Mercado Solutions Associates Ltd. was commissioned by LCSD to conduct an opinion survey on LCSD's seven major museums in November 2004.

6. Based on the survey findings, it is estimated that tourists

from the mainland and overseas constituted about an average of 21.4% of the total number of visitors patronizing these seven major museums. A summary of the respective data on the visitors' profile is at **Annex C** for Members' information.

### LCSD's Performing Arts Venues

7. Having studied the sales records of the LCSD's ticketing system (URBTIX) and that of the Hong Kong Arts Festival, it is found that no meaningful statistics could be generated to illustrate patronage of the arts and entertainment programmes by tourists. The only available records relate to tickets booked through overseas fax orders and bulk purchases (registering some 2,120 tickets and 800 tickets sold to mainland / overseas audiences, handled by URBTIX and Hong Kong Arts Festival respectively in 2005/06), but no data are kept for tickets purchased by mainland or overseas audiences through internet or counter sales. It is anticipated that the soon-to-be launched new URBTIX ticketing system would rectify the situation when in use.

**Leisure and Cultural Services Department**  
**June 2006**

**No. of Performances and Tickets Issued through URB TIX<sup>Note 1</sup> for Admission-charged Arts and Entertainment Events at LCSD<sup>Note 2</sup> and non-LCSD Performing Arts Venues (2003/04 - 2005/06)**

**A. 2003/04**

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(i) Music	(a) No. of Performances	44	144	58	279	0	5	167	256	40	9	1,002
	(b) No. of Tickets Issued	35,626	174,151	33,777	136,190	0	40,253	68,157	176,373	869	5,100	670,496
	(c) Value of Tickets Issued	\$6,039,168	\$28,567,044	\$3,466,860	\$14,986,675	\$0	\$8,998,030	\$4,816,854	\$16,787,574	\$143,743	\$495,792	\$84,301,740
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$170	\$164	\$103	\$110	\$0	\$223	\$71	\$95	\$165	\$97	\$126
(ii) Pop Concerts	(a) No. of Performances	0	13	0	1	0	109	11	7	0	0	141
	(b) No. of Tickets Issued	0	24,066	0	1,286	0	1,135,012	12,071	7,208	0	0	1,179,643
	(c) Value of Tickets Issued	\$0	\$5,176,819	\$0	\$502,100	\$0	\$237,353,988	\$1,674,150	\$766,796	\$0	\$0	\$245,473,853
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$215	\$0	\$390	\$0	\$210	\$139	\$106	\$0	\$0	\$208
(iii) Mega Entertainment Events (e.g. Disney on Ice, Russian Circus, etc.)	(a) No. of Performances	0	0	0	0	0	0	0	0	0	0	0
	(b) No. of Tickets Issued	0	0	0	0	0	0	0	0	0	0	0
	(c) Value of Tickets Issued	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(iv) Musicals (Broadway and major local productions) & Western Opera	(a) No. of Performances	15	4	0	0	0	0	0	4	0	0	23
	(b) No. of Tickets Issued	18,960	6,511	0	0	0	0	0	2,799	0	0	28,270
	(c) Value of Tickets Issued	\$3,947,500	\$3,152,697	\$0	\$0	\$0	\$0	\$0	\$289,889	\$0	\$0	\$7,390,086
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$208	\$484	\$0	\$0	\$0	\$0	\$0	\$104	\$0	\$0	\$261
(v) Cantonese Opera (full-length and excerpts)	(a) No. of Performances	0	22	2	12	0	0	91	144	6	0	277
	(b) No. of Tickets Issued	0	21,687	2,218	11,854	0	0	54,556	78,959	350	0	169,624
	(c) Value of Tickets Issued	\$0	\$3,345,970	\$282,036	\$1,635,188	\$0	\$0	\$6,372,829	\$6,664,473	\$7,107	\$0	\$18,307,603
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$154	\$127	\$138	\$0	\$0	\$117	\$84	\$20	\$0	\$108
(vi) Cantonese Operatic Songs	(a) No. of Performances	0	24	1	160	0	0	31	67	0	0	283
	(b) No. of Tickets Issued	0	30,002	1,047	10,238	0	0	25,879	34,149	0	0	101,315
	(c) Value of Tickets Issued	\$0	\$4,237,228	\$122,596	\$860,593	\$0	\$0	\$1,952,723	\$2,165,409	\$0	\$0	\$9,338,549
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$141	\$117	\$84	\$0	\$0	\$75	\$63	\$0	\$0	\$92

**A. 2003/04**

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(vii) Other Chinese Operas (e.g. Kunju, Peking opera)	(a) No. of Performances	17	2	13	0	0	0	16	0	0	4	52
	(b) No. of Tickets Issued	6,846	1,736	3,308	0	0	0	7,026	0	0	2,337	21,253
	(c) Value of Tickets Issued	\$1,005,249	\$975,920	\$368,467	\$0	\$0	\$0	\$747,928	\$0	\$0	\$701,095	\$3,798,659
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$147	\$562	\$111	\$0	\$0	\$0	\$106	\$0	\$0	\$300	\$179
(viii) Theatrical Arts (e.g. drama, comedy, multi-media arts, magic, puppet, etc.)	(a) No. of Performances	53	101	13	47	0	0	157	205	87	42	705
	(b) No. of Tickets Issued	19,073	35,079	5,658	13,517	0	0	54,850	50,767	3,551	12,448	194,943
	(c) Value of Tickets Issued	\$2,106,460	\$3,914,298	\$683,127	\$1,407,990	\$0	\$0	\$4,700,986	\$5,172,528	\$237,780	\$2,526,971	\$20,750,140
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$110	\$112	\$121	\$104	\$0	\$0	\$86	\$102	\$67	\$203	\$106
(ix) Dance	(a) No. of Performances	33	20	17	3	0	0	74	66	20	5	238
	(b) No. of Tickets Issued	34,985	22,425	7,133	1,362	0	0	41,672	35,600	816	639	144,632
	(c) Value of Tickets Issued	\$4,394,446	\$5,451,509	\$1,162,742	\$165,245	\$0	\$0	\$3,689,601	\$3,728,314	\$35,194	\$86,639	\$18,713,690
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$126	\$243	\$163	\$121	\$0	\$0	\$89	\$105	\$43	\$136	\$129
(x) Film	(a) No. of Performances	9	59	33	59	0	0	486	193	1	209	1,049
	(b) No. of Tickets Issued	8,095	38,469	6,283	10,426	0	0	76,960	39,107	25	15,198	194,563
	(c) Value of Tickets Issued	\$341,934	\$1,453,695	\$229,657	\$377,883	\$0	\$0	\$2,359,512	\$1,316,524	\$3,250	\$568,324	\$6,650,779
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$42	\$38	\$37	\$36	\$0	\$0	\$31	\$34	\$130	\$37	\$34
(xi) Others (e.g. variety shows, acrobatic shows, contests, school festivals programmes, etc.)	(a) No. of Performances	0	2	6	2	0	9	22	24	18	0	83
	(b) No. of Tickets Issued	0	3,201	4,594	534	0	52,387	13,864	37,847	466	0	112,893
	(c) Value of Tickets Issued	\$0	\$101,635	\$557,685	\$21,040	\$0	\$8,998,990	\$860,068	\$6,537,035	\$32,320	\$0	\$17,108,773
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$32	\$121	\$39	\$0	\$172	\$62	\$173	\$69	\$0	\$152
<b>a) Total No. of Performances:</b>		<b>171</b>	<b>391</b>	<b>143</b>	<b>563</b>	<b>0</b>	<b>123</b>	<b>1,055</b>	<b>966</b>	<b>172</b>	<b>269</b>	<b>3,853</b>
<b>b) Total No. of Tickets Issued:</b>		<b>123,585</b>	<b>357,327</b>	<b>64,018</b>	<b>185,407</b>	<b>0</b>	<b>1,227,652</b>	<b>355,035</b>	<b>462,809</b>	<b>6,077</b>	<b>35,722</b>	<b>2,817,632</b>
<b>c) Total Value of Tickets Issued:</b>		<b>\$17,834,757</b>	<b>\$56,376,815</b>	<b>\$6,873,170</b>	<b>\$19,956,714</b>	<b>\$0</b>	<b>\$255,351,008</b>	<b>\$27,174,651</b>	<b>\$43,428,542</b>	<b>\$459,394</b>	<b>\$4,378,821</b>	<b>\$431,833,872</b>

**Note 1:** Tickets of some arts and entertainment performances held at LCSD and non-LCSD venues, e.g. Hong Kong Academy for Performing Arts, Hong Kong Arts Centre and Hong Kong Convention and Exhibition Centre which are sold through other ticketing systems apart from URB TIX, are not accounted for in this table.

**Note 2:** Tickets sold for performances and activities held at both major and ancillary facilities of the LCSD venues are included.

**Note 3:** Other LCSD venues include Queen Elizabeth Stadium, Ko Shan Theatre, Ngau Chi Wan Civic Centre, Sheung Wan Civic Centre, Sai Wan Ho Civic Centre, Kwai Tsing Theatre, Shatin Town Hall, Tai Po Civic Centre, North District Town Hall, Tseun Wan Town Hall, Tuen Mun Town Hall, Yuen Long Theatre, Hong Kong Film Archive, Hong Kong Science Museum, Hong Kong Space Museum & Victoria Park.

**Note 4:** Non-LCSD venues include Hong Kong Academy for Performing Arts, Hong Kong Arts Centre, Hong Kong Polytechnic University Jockey Club Auditorium, Asia-World Expo Arena, commercial cinemas for Hong Kong International Film Festival, etc.

**B. 2004/05**

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(i) Music	(a) No. of Performances	46	189	50	278	0	13	151	269	13	25	1,034
	(b) No. of Tickets Issued	44,273	237,235	30,453	129,567	0	60,110	65,622	151,981	1,440	9,809	730,490
	(c) Value of Tickets Issued	\$7,377,792	\$39,824,448	\$3,602,816	\$14,922,204	\$0	\$11,068,518	\$4,963,350	\$13,020,272	\$146,082	\$1,544,199	\$96,469,681
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$167	\$168	\$118	\$115	\$0	\$184	\$76	\$86	\$101	\$157	\$132
(ii) Pop Concerts	(a) No. of Performances	0	8	0	0	0	124	10	15	0	6	163
	(b) No. of Tickets Issued	0	14,952	0	0	0	1,429,076	11,549	20,689	0	5,925	1,482,191
	(c) Value of Tickets Issued	\$0	\$2,555,216	\$0	\$0	\$0	\$344,250,686	\$1,527,086	\$3,445,650	\$0	\$1,047,824	\$352,826,462
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$171	\$0	\$0	\$0	\$241	\$132	\$167	\$0	\$177	\$238
(iii) Mega Entertainment Events (e.g. Disney on Ice, Russian Circus, etc.)	(a) No. of Performances	0	0	0	0	0	8	0	0	0	235	243
	(b) No. of Tickets Issued	0	0	0	0	0	31,233	0	0	0	76,534	107,767
	(c) Value of Tickets Issued	\$0	\$0	\$0	\$0	\$0	\$3,955,648	\$0	\$0	\$0	\$14,069,200	\$18,024,848
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$0	\$0	\$0	\$0	\$127	\$0	\$0	\$0	\$184	\$167
(iv) Musicals (Broadway and major local productions) & Western Opera	(a) No. of Performances	10	82	0	0	0	0	0	0	0	4	96
	(b) No. of Tickets Issued	12,687	94,501	0	0	0	0	0	0	0	1,775	108,963
	(c) Value of Tickets Issued	\$3,763,440	\$44,641,770	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$289,638	\$48,694,848
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$297	\$472	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$163	\$447
(v) Cantonese Opera (full-length and excerpts)	(a) No. of Performances	8	6	0	14	0	0	70	120	4	0	222
	(b) No. of Tickets Issued	6,317	8,754	0	11,353	0	0	39,403	78,829	119	0	144,775
	(c) Value of Tickets Issued	\$1,079,542	\$983,625	\$0	\$1,578,537	\$0	\$0	\$4,431,639	\$6,754,536	\$2,944	\$0	\$14,830,823
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$171	\$112	\$0	\$139	\$0	\$0	\$112	\$86	\$25	\$0	\$102
(vi) Cantonese Operatic Songs	(a) No. of Performances	2	26	0	248	0	0	21	76	0	0	373
	(b) No. of Tickets Issued	2,695	35,759	0	10,244	0	0	12,771	37,281	0	0	98,750
	(c) Value of Tickets Issued	\$336,820	\$3,821,409	\$0	\$817,051	\$0	\$0	\$1,080,158	\$1,775,316	\$0	\$0	\$7,830,754
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$125	\$107	\$0	\$80	\$0	\$0	\$85	\$48	\$0	\$0	\$79

**B. 2004/05**

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(vii) Other Chinese Operas (e.g. Kunju, Peking opera)	(a) No. of Performances	4	0	13	0	0	0	18	3	0	3	41
	(b) No. of Tickets Issued	3,079	0	5,465	0	0	0	10,456	1,776	0	2,659	23,435
	(c) Value of Tickets Issued	\$497,606	\$0	\$654,195	\$0	\$0	\$0	\$1,333,593	\$296,394	\$0	\$654,945	\$3,436,733
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$162	\$0	\$120	\$0	\$0	\$0	\$128	\$167	\$0	\$246	\$147
(viii) Theatrical Arts (e.g. drama, comedy, multi-media arts, magic, puppet, etc.)	(a) No. of Performances	82	119	19	60	0	0	218	179	120	140	937
	(b) No. of Tickets Issued	29,678	57,704	8,156	22,976	0	0	65,344	36,185	7,710	31,543	259,296
	(c) Value of Tickets Issued	\$4,088,589	\$8,884,696	\$1,595,107	\$2,715,613	\$0	\$0	\$5,506,574	\$2,962,492	\$446,123	\$4,122,936	\$30,322,130
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$138	\$154	\$196	\$118	\$0	\$0	\$84	\$82	\$58	\$131	\$117
(ix) Dance	(a) No. of Performances	46	30	14	9	0	0	62	65	12	13	251
	(b) No. of Tickets Issued	45,857	30,363	6,401	4,610	0	0	38,420	49,183	322	7,068	182,224
	(c) Value of Tickets Issued	\$7,807,334	\$6,040,645	\$730,823	\$421,358	\$0	\$0	\$3,600,848	\$4,846,332	\$10,620	\$1,759,873	\$25,217,833
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$170	\$199	\$114	\$91	\$0	\$0	\$94	\$99	\$33	\$249	\$138
(x) Film	(a) No. of Performances	2	53	26	50	0	0	450	160	4	278	1,023
	(b) No. of Tickets Issued	724	35,176	3,909	11,101	0	0	44,791	21,713	80	23,604	141,098
	(c) Value of Tickets Issued	\$34,860	\$1,406,651	\$118,782	\$434,039	\$0	\$0	\$1,555,518	\$769,248	\$3,620	\$988,017	\$5,310,735
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$48	\$40	\$30	\$39	\$0	\$0	\$35	\$35	\$45	\$42	\$38
(xi) Others (e.g. variety shows, acrobatic shows, contests, school festivals programmes, etc.)	(a) No. of Performances	6	7	4	5	0	2	16	25	25	0	90
	(b) No. of Tickets Issued	4,340	7,180	3,157	4,794	0	12,218	18,891	20,977	4,401	0	75,958
	(c) Value of Tickets Issued	\$63,154	\$415,927	\$171,160	\$185,800	\$0	\$1,676,281	\$1,064,866	\$1,206,031	\$159,463	\$0	\$4,942,682
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$15	\$58	\$54	\$39	\$0	\$137	\$56	\$57	\$36	\$0	\$65
<b>a) Total No. of Performances:</b>		<b>206</b>	<b>520</b>	<b>126</b>	<b>664</b>	<b>0</b>	<b>147</b>	<b>1,016</b>	<b>912</b>	<b>178</b>	<b>704</b>	<b>4,473</b>
<b>b) Total No. of Tickets Issued:</b>		<b>149,650</b>	<b>521,624</b>	<b>57,541</b>	<b>194,645</b>	<b>0</b>	<b>1,532,637</b>	<b>307,247</b>	<b>418,614</b>	<b>14,072</b>	<b>158,917</b>	<b>3,354,947</b>
<b>c) Total Value of Tickets Issued:</b>		<b>\$25,049,137</b>	<b>\$108,574,387</b>	<b>\$6,872,883</b>	<b>\$21,074,602</b>	<b>\$0</b>	<b>\$360,951,133</b>	<b>\$25,063,632</b>	<b>\$35,076,271</b>	<b>\$768,852</b>	<b>\$24,476,632</b>	<b>\$607,907,529</b>

**Note 1:** Tickets of some arts and entertainment performances held at LCSD and non-LCSD venues, e.g. Hong Kong Academy for Performing Arts, Hong Kong Arts Centre and Hong Kong Convention and Exhibition Centre which are sold through other ticketing systems apart from URB-TIX, are not accounted for in this table.

**Note 2:** Tickets sold for performances and activities held at both major and ancillary facilities of the LCSD venues are included.

**Note 3:** Other LCSD venues include Queen Elizabeth Stadium, Ko Shan Theatre, Ngau Chi Wan Civic Centre, Sheung Wan Civic Centre, Sai Wan Ho Civic Centre, Kwai Tsing Theatre, Shatin Town Hall, Tai Po Civic Centre, North District Town Hall, Tseun Wan Town Hall, Tuen Mun Town Hall, Yuen Long Theatre, Hong Kong Film Archive, Hong Kong Science Museum, Hong Kong Space Museum & Victoria Park.

**Note 4:** Non-LCSD venues include Hong Kong Academy for Performing Arts, Hong Kong Arts Centre, Hong Kong Polytechnic University Jockey Club Auditorium, Asia-World Expo Arena, commercial cinemas for Hong Kong International Film Festival, etc.

C. 2005/06

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(i) Music	(a) No. of Performances	25	208	57	348	0	8	171	361	27	96	1,301
	(b) No. of Tickets Issued	35,886	231,528	42,114	167,436	0	50,427	74,569	214,828	1,002	50,738	868,528
	(c) Value of Tickets Issued	\$10,657,605	\$38,243,444	\$5,122,821	\$19,483,141	\$0	\$9,751,300	\$5,351,963	\$22,104,353	\$63,980	\$9,877,782	\$120,656,389
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$297	\$165	\$122	\$116	\$0	\$193	\$72	\$103	\$64	\$195	\$139
(ii) Pop Concerts	(a) No. of Performances	0	10	0	0	0	125	2	3	0	4	144
	(b) No. of Tickets Issued	0	19,757	0	0	0	1,476,987	3,219	4,384	0	2,667	1,507,014
	(c) Value of Tickets Issued	\$0	\$3,187,297	\$0	\$0	\$0	\$343,226,894	\$836,551	\$459,100	\$0	\$235,975	\$347,945,817
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$161	\$0	\$0	\$0	\$232	\$260	\$105	\$0	\$88	\$231
(iii) Mega Entertainment Events (e.g. Disney on Ice, Russian Circus, etc.)	(a) No. of Performances	0	0	0	0	0	10	0	0	0	0	10
	(b) No. of Tickets Issued	0	0	0	0	0	23,364	0	0	0	0	23,364
	(c) Value of Tickets Issued	\$0	\$0	\$0	\$0	\$0	\$4,615,185	\$0	\$0	\$0	\$0	\$4,615,185
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$0	\$0	\$0	\$0	\$198	\$0	\$0	\$0	\$0	\$198
(iv) Musicals (Broadway and major local productions) & Western Opera	(a) No. of Performances	5	14	0	0	0	6	0	0	0	0	25
	(b) No. of Tickets Issued	7,444	18,408	0	0	0	33,623	0	0	0	0	59,475
	(c) Value of Tickets Issued	\$2,797,303	\$5,898,479	\$0	\$0	\$0	\$11,143,976	\$0	\$0	\$0	\$0	\$19,839,758
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$376	\$320	\$0	\$0	\$0	\$331	\$0	\$0	\$0	\$0	\$334
(v) Cantonese Opera (full-length and excerpts)	(a) No. of Performances	15	28	0	7	0	1	68	173	0	0	292
	(b) No. of Tickets Issued	24,002	29,396	0	5,457	0	6,493	37,818	117,106	0	0	220,272
	(c) Value of Tickets Issued	\$7,870,560	\$4,054,630	\$0	\$909,916	\$0	\$715,166	\$4,372,111	\$10,315,725	\$0	\$0	\$28,238,108
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$328	\$138	\$0	\$167	\$0	\$110	\$116	\$88	\$0	\$0	\$128
(vi) Cantonese Operatic Songs	(a) No. of Performances	0	47	2	278	0	0	13	86	0	0	426
	(b) No. of Tickets Issued	0	60,509	2,506	22,400	0	0	8,387	45,217	0	0	139,019
	(c) Value of Tickets Issued	\$0	\$8,140,563	\$296,668	\$2,224,180	\$0	\$0	\$782,691	\$2,453,067	\$0	\$0	\$13,897,169
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$0	\$135	\$118	\$99	\$0	\$0	\$93	\$54	\$0	\$0	\$100



C. 2005/06

Art Forms \ Venues		HK Cultural Centre		HK City Hall		HK Coliseum		Other LCSD Venues <sup>Note 3</sup>		Non-LCSD Venues <sup>Note 4</sup>		Total
		LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	LCSD Events	Hirers Events	
(vii) Other Chinese Operas (e.g. Kunju, Peking opera)	(a) No. of Performances	12	3	10	5	0	0	10	2	12	0	54
	(b) No. of Tickets Issued	13,360	412	5,150	3,709	0	0	4,418	1,450	423	0	28,922
	(c) Value of Tickets Issued	\$2,170,361	\$49,797	\$811,551	\$642,457	\$0	\$0	\$497,008	\$196,750	\$43,891	\$0	\$4,411,815
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$162	\$121	\$158	\$173	\$0	\$0	\$113	\$136	\$104	\$0	\$153
(viii) Theatrical Arts (e.g. drama, comedy, multi-media arts, magic, puppet, etc.)	(a) No. of Performances	83	116	22	69	0	0	226	213	180	473	1,382
	(b) No. of Tickets Issued	36,351	41,472	13,471	21,044	0	0	54,873	53,556	11,711	120,634	353,112
	(c) Value of Tickets Issued	\$4,595,926	\$4,719,839	\$1,664,161	\$3,296,111	\$0	\$0	\$4,324,583	\$4,708,440	\$688,820	\$22,692,642	\$46,690,522
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$126	\$114	\$124	\$157	\$0	\$0	\$79	\$88	\$59	\$188	\$132
(ix) Dance	(a) No. of Performances	61	39	12	5	0	0	72	62	13	40	304
	(b) No. of Tickets Issued	60,700	48,599	6,263	2,405	0	0	40,092	41,803	305	8,033	208,200
	(c) Value of Tickets Issued	\$10,372,668	\$10,025,417	\$756,662	\$295,073	\$0	\$0	\$4,581,113	\$4,478,916	\$29,512	\$1,288,434	\$31,827,795
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$171	\$206	\$121	\$123	\$0	\$0	\$114	\$107	\$97	\$160	\$153
(x) Film	(a) No. of Performances	1	35	10	50	0	0	397	176	14	371	1,054
	(b) No. of Tickets Issued	905	31,557	3,009	15,365	0	0	35,388	31,283	1,061	46,250	164,818
	(c) Value of Tickets Issued	\$19,988	\$1,094,537	\$113,856	\$605,247	\$0	\$0	\$1,001,435	\$1,174,269	\$41,020	\$1,497,947	\$5,548,299
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$22	\$35	\$38	\$39	\$0	\$0	\$28	\$38	\$39	\$32	\$34
(xi) Others (e.g. variety shows, acrobatic shows, contests, school festivals programmes, etc.)	(a) No. of Performances	2	12	6	7	0	7	22	30	0	30	116
	(b) No. of Tickets Issued	966	12,480	2,975	6,577	0	69,663	14,727	31,306	0	8,104	146,798
	(c) Value of Tickets Issued	\$13,714	\$1,486,233	\$84,402	\$589,018	\$0	\$11,739,730	\$1,910,851	\$4,671,709	\$0	\$532,040	\$21,027,697
	(d) Average Ticket Price (i.e. $\frac{c}{b}$ )	\$14	\$119	\$28	\$90	\$0	\$169	\$130	\$149	\$0	\$66	\$143
<b>a) Total No. of Performances:</b>		<b>204</b>	<b>512</b>	<b>119</b>	<b>769</b>	<b>0</b>	<b>157</b>	<b>981</b>	<b>1,106</b>	<b>246</b>	<b>1,014</b>	<b>5,108</b>
<b>b) Total No. of Tickets Issued:</b>		<b>179,614</b>	<b>494,118</b>	<b>75,488</b>	<b>244,393</b>	<b>0</b>	<b>1,660,557</b>	<b>273,491</b>	<b>540,933</b>	<b>14,502</b>	<b>236,426</b>	<b>3,719,522</b>
<b>c) Total Value of Tickets Issued:</b>		<b>\$38,498,125</b>	<b>\$76,900,236</b>	<b>\$8,850,121</b>	<b>\$28,045,143</b>	<b>\$0</b>	<b>\$381,192,251</b>	<b>\$23,658,306</b>	<b>\$50,562,329</b>	<b>\$867,223</b>	<b>\$36,124,820</b>	<b>\$644,698,554</b>

**Note 1:** Tickets of some arts and entertainment performances held at LCSD and non-LCSD venues, e.g. Hong Kong Academy for Performing Arts, Hong Kong Arts Centre and Hong Kong Convention and Exhibition Centre which are sold through other ticketing systems apart from URBTIX, are not accounted for in this table.

**Note 2:** Tickets sold for performances and activities held at both major and ancillary facilities of the LCSD venues are included.

**Note 3:** Other LCSD venues include Queen Elizabeth Stadium, Ko Shan Theatre, Ngau Chi Wan Civic Centre, Sheung Wan Civic Centre, Sai Wan Ho Civic Centre, Kwai Tsing Theatre, Shatin Town Hall, Tai Po Civic Centre, North District Town Hall, Tseun Wan Town Hall, Tuen Mun Town Hall, Yuen Long Theatre, Hong Kong Film Archive, Hong Kong Science Museum, Hong Kong Space Museum & Victoria Park.

**Note 4:** Non-LCSD venues include Hong Kong Academy for Performing Arts, Hong Kong Arts Centre, Hong Kong Polytechnic University Jockey Club Auditorium, Asia-World Expo Arena, commercial cinemas for Hong Kong International Film Festival, etc.

**Cantonese Operas / Excerpts Vs Cantonese Operatic Songs Concerts / Cantonese opera-related Lectures & Workshops**  
**Held at 15 LCSD Performing Arts Venues**  
**(2003/04 to 2005/06 )**

Venue	No. of Performances / Activities (Charged and Free Events organised by LCSD and Hirers) <sup>Note 1</sup>											
	Cantonese full-length operas/ opera excerpts						Cantonese operatic songs concerts / Cantonese opera-related lectures and workshops					
	2003/04		2004/05		2005/06		2003/04		2004/05		2005/06	
	Charged	Free	Charged	Free	Charged	Free	Charged	Free	Charged	Free	Charged	Free
1. Hong Kong Cultural Centre	22	0	14	5	43	0	24	28	28	33	47	36
	<b>22</b>		<b>19</b>		<b>43</b> <sup>Note 2</sup>		<b>52</b>		<b>61</b>		<b>83</b>	
2. Hong Kong City Hall	14	0	14	0	7	1	10	8	6	18	23	34
	<b>14</b>		<b>14</b>		<b>8</b>		<b>18</b>		<b>24</b>		<b>57</b>	
3. Sha Tin Town Hall	31	1	23	5	29	8	13	19	17	41	8	66
	<b>32</b>		<b>28</b>		<b>37</b>		<b>32</b>		<b>58</b>		<b>74</b>	
4. Tuen Mun Town Hall	7	1	14	5	11	0	11	31	13	30	13	46
	<b>8</b>		<b>19</b>		<b>11</b>		<b>42</b>		<b>43</b>		<b>59</b>	
5. Kwai Tsing Theatre	26	2	16	0	18	5	8	36	4	75	5	68
	<b>28</b>		<b>16</b>		<b>23</b>		<b>44</b>		<b>79</b>		<b>73</b>	
6. Tsuen Wan Town Hall	10	0	7	0	7	12	5	0	4	11	4	27
	<b>10</b>		<b>7</b>		<b>19</b>		<b>5</b>		<b>15</b>		<b>31</b>	
7. Yuen Long Theatre	23	0	17	1	17	0	1	11	1	18	1	20
	<b>23</b>		<b>18</b>		<b>17</b>		<b>12</b>		<b>19</b>		<b>21</b>	
8. Sai Wan Ho Civic Centre	19	0	4	10	7	5	17	89	27	87	19	107
	<b>19</b>		<b>14</b>		<b>12</b>		<b>106</b>		<b>114</b>		<b>126</b>	
9. Sheung Wan Civic Centre	9	5	7	2	7	3	3	10	2	4	15	30
	<b>14</b>		<b>9</b>		<b>10</b>		<b>13</b>		<b>6</b>		<b>45</b>	

Venue	No. of Performances / Activities (Charged and Free Events organised by LCSD and Hirers) <sup>Note 1</sup>											
	Cantonese full-length operas/ opera excerpts						Cantonese operatic songs concerts / Cantonese opera-related lectures and workshops					
	2003/04		2004/05		2005/06		2003/04		2004/05		2005/06	
	Charged	Free	Charged	Free	Charged	Free	Charged	Free	Charged	Free	Charged	Free
10. Ngau Chi Wan Civic Centre	15	0	5	0	9	4	2	44	6	56	5	32
	15		5		13		46		62		37	
11. Ko Shan Theatre	69	12	73	1	109	6	28	66	21	84	25	88
	81		74		115 <sup>Note 3</sup>		94		105		113	
12. North District Town Hall	7	2	7	4	14	3	2	18	1	22	1	81
	9		11		17		20		23		82 <sup>Note 4</sup>	
13. Tai Po Civic Centre	14	3	17	0	13	7	0	108	0	31	3	9
	17		17		20		108 <sup>Note 5</sup>		31		12	
14. Hong Kong Coliseum	0	0	0	0	1	0	0	0	0	0	0	0
	0		0		1		0		0		0	
15. Queen Elizabeth Stadium	0	0	0	0	0	0	0	0	0	0	0	0
	0		0		0		0		0		0	
<b>Sub Total:</b>	<b>266</b>	<b>26</b>	<b>218</b>	<b>33</b>	<b>292</b>	<b>54</b>	<b>124</b>	<b>468</b>	<b>130</b>	<b>510</b>	<b>169</b>	<b>644</b>
<b>Total:</b>	<b>292</b>		<b>251</b>		<b>346</b>		<b>592</b>		<b>640</b>		<b>813</b>	

Note 1: Only programmes and activities staged at major facilities of the LCSD performing arts venues are accounted for in this table.

Note 2: Significant increase in no. of Cantonese opera programmes at the Hong Kong Cultural Centre in 2005/06 is attributed to staging of the popular *Dream of the West Chamber* (西樓錯夢) production.

Note 3: Big increase in no. of Cantonese opera programmes at Ko Shan Theatre in 2005/06 is attributed to the new initiative in according priority to booking for Cantonese operas.

Note 4: Big increase in no. of Cantonese operatic activities at North District Town Hall in 2005/06 is attributed to the Programme Partnership Scheme involving Long Fai Cantonese Opera Troupe as the programme partner.

Note 5: The Artist-in-Residence programme launched at Tai Po Civic Centre in 2003/04 presented a large number of free Cantonese operatic activities.

**Tourist Visitors of LCSD's 7 Major Museums**  
**(Based on 2004 Survey held from 1 – 14 November 2004)**

Museum	No. of Visitors Interviewed (A)	No. of Tourists (B)		% of Tourists $\frac{B}{A} \times 100\%$	<b><u>For Reference</u></b> <b>Total No. of Visitors Recorded by LCSD in 2004</b>
		Mainland Visitors	Other Countries' Visitors		
1. Hong Kong Museum of Art	718	68	227	41.1%	271,398
2. Hong Kong Museum of Coastal Defence	716	36	68	14.5%	182,282
3. Hong Kong Heritage Museum	717	12	64	10.6%	632,277
4. Hong Kong Museum of History	717	24	98	17.0%	657,977
5. Hong Kong Science Museum	718	19	40	8.2%	853,831
6. Hong Kong Space Museum	719	73	109	25.3%	787,828
7. Flagstaff House Museum of Teaware	716	34	205	33.4%	206,418
<b>Total no. of visitors interviewed:</b>	<b>5,021</b>	<b>266</b>	<b>811</b>	<b>21.4%</b>	<b>Total for 7 museums:</b>  <b>3,592,011</b>
		<b>Total no. of tourist visitors:</b>	<b>1,077</b>		